

## REMARKS

Applicant thanks the Patent Office for the careful attention accorded this application and respectfully requests reconsideration in view of the Amendment above and remarks set forth below.

In response to the Office Action mailed April 6, 2005, Applicant has canceled Claims 18-24 without prejudice or disclaimer and has added rewritten claims 45-51 to more clearly point out and distinctively claim the present invention over the prior art of record.

Applicant will file an Information Disclosure Statement shortly.

As amended, the rewritten independent claims 45 and 48 are directed to a novel Internet-based method of and system for delivering consumer service information to consumers in the marketplace, wherein, for a plurality of consumer services offered within the marketplace, the service provider of the plurality of consumer services and/or an agent thereof, accesses a relational database and stores therein, information elements representative of

(1) a plurality of service identifiers (SIDs) assigned to said plurality of consumer services and registered with said relational database, and

(2A) a servicemark (SM) symbolically linked to each said SID,

(2B) a service description (SD) symbolically linked to each said SID, and

(2C) one or more uniform resource locators (URLs) symbolically linked to each said SID,

Each URL specifies the location of an information resource located on the Internet and related to one of the plurality of consumer services registered with the relational database by said service-provider, and a data link is created and maintained between the SID, SM, SD and URLs of each said consumer service registered with the relational database.

An Internet information server is operably connected to the infrastructure of the Internet and to the relational database, so as to enable the Internet information server to service a request

made by an Internet-enabled client computer, for information on the Internet about one of the plurality of consumer services registered with the relational database;

One or more Internet-based service information servers are operably connected to the infrastructure of Internet, in which information resources related to one or more of the plurality of consumer services and are stored at the plurality of URLs.

A plurality of Internet-enabled client computers are operably connected to the infrastructure of the Internet.

From at least one of said Internet-enabled client computers, a request is transmitted for information on the Internet about a consumer service registered with said relational database.

Each request transmitted by said Internet-enabled computer may include either the SID, SM and/or SD symbolically linked to the SID assigned to a registered consumer service on which consumer service information on the Internet is being sought by a consumer within the marketplace.

At the Internet information server, the request transmitted by said Internet-enabled client computer is received, and the SID, SM and/or SD contained in said request is recovered so as to enable said Internet information server to access said URLs symbolically linked to the SID, SM and/or SD and stored in the relational database.

The accessed URLs are transmitted to said Internet-enabled client computer for display to and use by a consumer in accessing information resources stored in said Internet-based service information servers, at said URLs.

US Patent Nos. 5,963,915 to Kirsch and 6,292,806, to Sandifer clearly do not disclose, teach or hint at such a method and system as defined by the rewritten claims.

US Patent Nos. 5,963,915 to Kirsch discloses a method of efficiently performing secure purchase transactions over the Internet in a way that a purchase transaction appears to the client user as a singular selection of a purchasable product or service and a singular confirmation of the purchase.

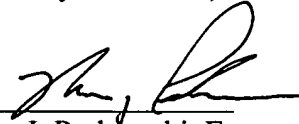
US Patent No. 6,292,806, to Sandifer discloses a computer based system for providing access to technical information employed to maintain and repair complicated equipment, such as aircraft, to enable compliance with regulatory requirements.

Neither of these prior art references discloses, teaches or suggests the system and method defined by the rewritten claims.

In view, therefore, of the Amendment and remarks set forth above, the present invention defined by Claims 45-51 is firmly believed to be neither anticipated by, nor rendered obvious in view of the prior art of record, and that the present application is now believed to be in condition for allowance.

The Commissioner is hereby authorized to charge any fee deficiencies to Deposit Account 16-1340.

Respectfully submitted,



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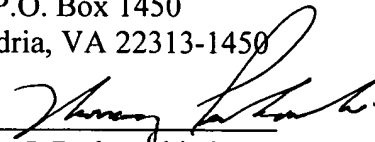
Dated: October 6, 2006



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Thomas J. Perkowski, Esq.  
Date: February 24, 2006